

The Queen Sirikit Centre for Breast Cancer

Under the Patronage of Her Majesty
the Queen of Thailand

BREAST CANCER AWARENESS

CAMPAIGN OCTOBER 2008

BREAST CANCER IS THE ONE number KILLER OF WOMEN IN THAILAND. SADLY AWARENESS OF THIS CANCER NATIONWIDE IS ABYSMALLY LOW. CONSEQUENTLY **'THE QUEEN SIRIKIT CENTRE FOR BREAST CANCER'** WITH THE PATRONAGE AND FULL SUPPORT OF *HER MAJESTY THE QUEEN, WILL LAUNCH,*

THE QUEEN SIRIKIT CENTRE

FOR BREAST CANCER,

'NATIONAL BREAST CANCER

AWARENESS CAMPAIGN'

OCTOBER 2008

web site: www.queensirikitcentreforbreastcancer.com

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WELL-KNOWN CELEBRITIES HAVE BEEN INVITED AND ACCEPTED TO BE REPRESENTATIVES AND AMBASSADORS TO PROMOTE BREAST CANCER AWARENESS AT ALL LEVELS OF SOCIETY.

THE INSTANT RECOGNITION OF THESE CELEBRITIES, WILL DRAW ATTENTION TO VITAL INFORMATION ON BREAST CANCER AWARENESS THAT WILL BE PUBLISHED WITH THEIR PHOTOGRAPHS. SHORT BUT SIMPLE MESSAGES LIKE FOR EXAMPLE:

MYTH: HAVING BREAST CANCER MEANS HAVING ALL THE BREAST REMOVED KNOWN AS A 'MASTECTOMY'

TRUTH: IN MOST BREAST CANCER CASES THE BREAST IS PRESERVED

EACH CELEBRITY AMBASSADOR WILL HAVE A DIFFERENT MESSAGE ON BREAST CANCER AWARENESS, ATTACHED TO THEIR PHOTOGRAPH. THE CAMPAIGN WILL INCLUDE WOMEN, MEN AND CHILDREN TO EMPHASISE THE NEED FOR EARLY DETECTION AND THE REPERCUSSIONS OF BREAST CANCER ON THE FAMILY.

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PINK IS THE SYMBOLIC COLOUR OF BREAST CANCER, SO THE AMBASSADORS WILL BE DRESSED IN PINK SHAWLS DESIGNED BY ACHARN PHOWTONG, THE WELL-KNOWN ACADEMIC AND TEXTILE EXPERT. [Costume specialist on the film the King and I]

THE PHOTOGRAPHS AND THE IMPORTANT MESSAGES ON BREAST CANCER WILL BE PUT INTO ALL THE MAGAZINES, ON RADIO AND T.V. CHANNELS IN OCTOBER 2008, SPREADING THE MESSAGE OF BREAST CANCER AWARENESS AS WIDELY AS POSSIBLE AMONG THE PUBLIC. MEDIA INTEREST WILL NO DOUBT BE GENERATED AND INTERVIEWS OF THE CELBRITIES WILL SPREAD THE BREAST CANCER AWARENESS MESSAGE TO AN EVEN WIDER AUDIENCE.

THE CELEBRITY AMBASSADORS WILL BE REQUESTED TO HAVE THEIR PHOTOGRAPH TAKEN AND BE AVAILABLE FOR SOME MEDIA INTERVIEWS IN OCTOBER 2008.

ALL THE AMBASSADORS WILL BE KINDLY DONATING THEIR TIME VOLUNTARILY.

PHOTOGRAPHIC SESSIONS WILL BEGIN IN MID-DECEMBER.

SPONSORSHIP: [TO DATE]

THE SWISS EMBASSY, AVON , ROCHE, NOVARTIS,

MARISA BARTIELLI DESIGNS.

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HER MAJESTY THE QUEEN REQUESTED THAT THE QUEEN SIRIKIT CENTRE FOR BREAST CANCER BE 'A SANCTUARY FOR ALL WOMEN IN NEED'

DR KRIS CHATAMRA THE FOUNDER AND DIRECTOR OF 'THE QUEEN SIRIKIT CENTRE'

M.B.B.S [LONDON], F.R.C.S [ENGLAND], M.D.[LONDON] RETURNED FROM THE UK AFTER 30 YEARS HAVING BEEN EDUCATED IN ENGLAND, INCLUDING MEDICAL SCHOOL, WITH A VAST AMOUNT OF EXPERIENCE IN CANCER CARE.

HE WAS AN EXAMINER OF THE ROYAL COLLEGE OF SURGEONS OF ENGLAND AND HAD WORKED AS A SENIOR CLINICIAN AT THE U.K. 'S PREMIER CANCER HOSPITAL THE ROYAL MARSDEN LONDON . HE HAS WON PRIZES FOR HIS RESEARCH INCLUDING THE TRIANNIAL BUCKSTONE – BROWNE AWARD FOR SURGICAL RESEARCH AND THE CUTLERS'RESEARCH PRIZE.

HE IS A MEMBER OF THE THAI ROYAL SOCIETY.

DR KRIS FOUNDED THE CENTRE AND HAS MADE IT INTO A CENTRE OF EXCELLENCE FOR BREAST CANCER IN THAILAND , THE EQUIPMENT IS STATE-OF THE-ART, INCLUDING TOMOGRAPHY WHICH IS THE ONLY MACHINE AVAILABLE IN THE WORLD AT THIS TIME. THE TEAM HAVE ALL BEEN TRAINED ABROAD ,INCLUDING THE SPECIALIST BREAST CANCER NURSES RESEARCH NURSES. THE CENTRE IS CARRYING OUT CUTTING EDGE RESEARCH AND OFFERING THE MOST MODERN APPROACH TO BREAST CANCER TREATMENT AVAILABLE. ALL WOMEN CAN ACCESS THIS CARE, ALL SOCIAL INCOME BRACKETS, CREEDS, AND COLOURS.